

Design Review Board

Meeting Minutes

June 28, 2023

9:10 AM-10:25 AM

Present: Chairman Michael Hally, Hazel Nourse, Cindy DuBose, Christian Hedrick, Alison Giammarco

Also present: Jim Robbins-Town Planner, Kristen Belanger-Administrative Assistant

Not present:

The meeting of the Design Review Board was held in front of Ted's Montana Grill at Baystate Commons, 12 Union St. on Wednesday, June 28, 2023. Member Hally convened the meeting at 9:10 AM.

Sign Application for Baystate Commons- 12 Union

Genevieve Foresteire, Account Rep. and Brian Glispin, VP of Operations with Sunshine Signs along with Peter Engeian from Grossman Development attended.

As background for the request for additional signage at Boston Ski & Tennis, Mr. Engeian updated the board that the tenant at Boston Ski & Tennis was ready to leave Baystate until the change of ownership. They have been trying to convince them to stay. The tenant is considering more space to accommodate his inventory. He is considering adding pickle ball to his offerings. From the back of the building, his space takes up the entire wood area. Having a sign on the backside of the building will help people coming in the entrance to find their store.

The proposal shows secondary signs along the main driveway. These will be repainted, no other changes at this time. The font at the top does not match the new proposed font on the main sign. There are 4 placards in each secondary sign, this remains the same.

Member Nourse would like directions on the signs.

Ms. Foresteire commented that these would be considered Wayfinding signs and they would not make sense to use until you have entered the plaza. There are no decisions to make at the point the secondary signs are installed. If they were to add these signs they would suggest simple black and white font with solid background and arrows. Zoning won't allow logos on wayfinding signs, they would need to get a blanket waiver if that is preferred. Mr. Engeian said that the agreements they have with the tenants is that logos would be included on secondary signs. Some tenants have agreements to be on both main and secondary signs.

Main pylon sign at the entrance is going to be updated. It was more expensive to make it wider so they would like to increase the height. They are proposing to raise the sign 6' which would still be under the 20' zoning guidelines. Two options were proposed. One kept the stone pilasters, the other was metal to the ground. The Board feels strongly about keeping the stone façade on the columns. The new post are 8x8.

There are 6 tenants with agreements to be on the main sign. There would be 6 additional spaces on the new sign.

Mr. Robbins pointed out, from the street, traveling east, there is an electrical box that blocks the view of the placards at the bottom of the main sign. By increasing the height of the sign and raising the placards this will improve the visibility of the stores in those lower sections.

Spotlights were being used. The specs for these need to be submitted to the board.

Member Nourse would not approve anything more than a 36" maximum addition in height.

The members prefer the stone base, they love the top with the rounded edge and the circles and their historical reference to the abrasives plant. The new sign will not have any spaces between the placards.

All agreed wayfinding is needed but this would be included in a Phase 2, not at this time.

The next meeting will be 7/13 at 8:30 am.

If awnings advertise products, do they count as a wall sign. Boston Ski & Tennis has 3 awnings advertising products, then one sign over the main awning. The graphic goes from the sign to the awning and is designed to look like one piece. DRB agrees this is considered one wall sign. The idea behind Baystate was that it was developed over time. Each business's signage is unique and can be different.

Member Nourse made a motion to adjourn at 10:25 am. Chairman Hally seconded.

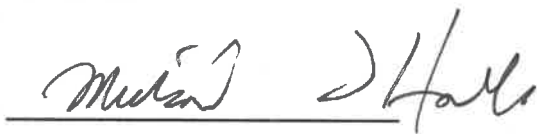
Vote: 5-0

Respectfully submitted,

Kristen Belanger

Planning Dept. Administrative Assistant

APPROVED:

Two handwritten signatures are shown. The first signature, on the left, appears to be "Michael J." and is underlined. The second signature, on the right, appears to be "J. Hally".

****One board member signature required for approval.***